



WKMG

# ORDER

Flight Dates **09/19/12-09/25/12**

Order Sep 00:15:00

Product

Estimate # **94**

Contract / Revision **259451 /**

**ROMNEY FOR PRESIDENT**

Alt Order # **06322800**

Original Date / Revision

Agency Com 15%

Billing Type Cash

09/18/12 09/18/12

Billing Contact

Order Type GENERAL

Advertiser **Pol/Mitt Romney/R/ Presider**

**138 Conant Street  
Beverly, MA 01915**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Agency **American Rambler Producti**

Rev Codes AGY POL CAND

Buying Contact

Sales Office PHI

Product Codes PL-Presidential-Republican

Sales Region NAT

Priority P-3

Agency Ref

Advertiser Ref

**138 Conant Street  
Beverly, MA 01915**

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 158975

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount          | Gross Amount        | Rating      | Start Date | End Date | # Spots | Net Amount   | Gross Amount |
|----------------|------------|---------------------|---------------------|-------------|------------|----------|---------|--------------|--------------|
| September 2012 | 123        | \$135,128.75        | \$158,975.00        | 0.00        | 08/27/12   | 09/25/12 | 123     | \$135,128.75 | \$158,975.00 |
| <b>Totals</b>  | <b>123</b> | <b>\$135,128.75</b> | <b>\$158,975.00</b> | <b>0.00</b> |            |          |         |              |              |

|       |      |                   |                 |                                    |       |                   |         |             |       |               |     |          | <u>Totals</u> |            |
|-------|------|-------------------|-----------------|------------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|----------|---------------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                     | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg Type | Spots         | Amount     |
| E 1   | WKMG | 09/19/12          | 09/21/12        | Morn News at 6a<br>Morn News at 6a | CM    | 6-7a              | --WTF-- | :30         | 6     | \$500.00      | P-3 | 0.00 NM  | 6             | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |               |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                            |       | 6                 |         | \$500.00    |       | 0.00          |     |          |               |            |
| E 2   | WKMG | 09/24/12          | 09/25/12        | Morn News at 6a<br>Morn News at 6a | CM    | 6-7a              | MT----- | :30         | 4     | \$500.00      | P-3 | 0.00 NM  | 4             | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |               |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                            |       | 4                 |         | \$500.00    |       | 0.00          |     |          |               |            |
| E 3   | WKMG | 09/19/12          | 09/21/12        | CBS This Morning<br>The Early Show | CM    | 7-9a              | --WTF-- | :30         | 6     | \$350.00      | P-3 | 0.00 NM  | 6             | \$2,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |               |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                            |       | 6                 |         | \$350.00    |       | 0.00          |     |          |               |            |
| E 4   | WKMG | 09/24/12          | 09/25/12        | CBS This Morning<br>The Early Show | CM    | 7-9a              | MT----- | :30         | 4     | \$350.00      | P-3 | 0.00 NM  | 4             | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |               |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                            |       | 4                 |         | \$350.00    |       | 0.00          |     |          |               |            |



WKMG

Print Date: 09/18/12

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Contract / Revision

259451

Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **94**

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| E 4   | WKMG | 09/24/12          | 09/25/12        | CBS This Morning<br>The Early Show             | CM    | 7-9a           | MT----- | :30 | 4                 | \$350.00    | P-3 | 0.00          | NM   | 4      | \$1,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  |       |                |         |     | 4                 | \$350.00    |     | 0.00          |      |        |            |
| E 5   | WKMG | 09/24/12          | 09/25/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | MT----- | :30 | 2                 | \$225.00    | P-3 | 0.00          | NM   | 2      | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  |       |                |         |     | 2                 | \$225.00    |     | 0.00          |      |        |            |
| E 6   | WKMG | 09/19/12          | 09/21/12        | 9-10a Rachael Ray<br>Rachael Ray               | CM    | 9-10a          | --WTF-- | :30 | 3                 | \$225.00    | P-3 | 0.00          | NM   | 3      | \$675.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$225.00    |     | 0.00          |      |        |            |
| E 7   | WKMG | 09/24/12          | 09/25/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | MT----- | :30 | 2                 | \$550.00    | P-3 | 0.00          | NM   | 2      | \$1,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |        |            |
| E 8   | WKMG | 09/19/12          | 09/21/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | --WTF-- | :30 | 3                 | \$550.00    | P-3 | 0.00          | NM   | 3      | \$1,650.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$550.00    |     | 0.00          |      |        |            |
| E 9   | WKMG | 09/19/12          | 09/21/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | --WTF-- | :30 | 3                 | \$400.00    | P-3 | 0.00          | NM   | 3      | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$400.00    |     | 0.00          |      |        |            |
| E 10  | WKMG | 09/24/12          | 09/25/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | MT----- | :30 | 2                 | \$400.00    | P-3 | 0.00          | NM   | 2      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  |       |                |         |     | 2                 | \$400.00    |     | 0.00          |      |        |            |
| E 11  | WKMG | 09/19/12          | 09/21/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | --WTF-- | :30 | 3                 | \$500.00    | P-3 | 0.00          | NM   | 3      | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$500.00    |     | 0.00          |      |        |            |
| E 12  | WKMG | 09/24/12          | 09/25/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | MT----- | :30 | 2                 | \$500.00    | P-3 | 0.00          | NM   | 2      | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  |       |                |         |     | 2                 | \$500.00    |     | 0.00          |      |        |            |
| E 13  | WKMG | 09/24/12          | 09/25/12        | 3-4p Doctors<br>The Doctors                    | CM    | 3-4p           | MT----- | :30 | 2                 | \$250.00    | P-3 | 0.00          | NM   | 2      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  |       |                |         |     | 2                 | \$250.00    |     | 0.00          |      |        |            |
| E 14  | WKMG | 09/19/12          | 09/21/12        | 3-4p Doctors<br>The Doctors                    | CM    | 3-4p           | --WTF-- | :30 | 3                 | \$250.00    | P-3 | 0.00          | NM   | 3      | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$250.00    |     | 0.00          |      |        |            |
| E 15  | WKMG | 09/19/12          | 09/21/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | --WTF-- | :30 | 3                 | \$300.00    | P-3 | 0.00          | NM   | 3      | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$300.00    |     | 0.00          |      |        |            |
| E 16  | WKMG | 09/24/12          | 09/25/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | MT----- | :30 | 2                 | \$300.00    | P-3 | 0.00          | NM   | 2      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WKMG

Print Date: 09/18/12

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Contract / Revision

259451

Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 94

| Ln    | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|       |      |                   |                 |   |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| E 16  | WKMG | 09/24/12          | 09/25/12        | 4-430p Extra<br>Extra                   | CM    | 4-430p         | MT----- | :30 | 2                 | \$300.00    | P-3 | 0.00          | NM   | 2      | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 2                 | \$300.00    |     | 0.00          |      |        |            |
| E 17  | WKMG | 09/19/12          | 09/21/12        | 430-5p Inside Edition<br>Inside Edition | CM    | 430-5P         | --WTF-- | :30 | 3                 | \$400.00    | P-3 | 0.00          | NM   | 3      | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                                 |       |                |         |     | 3                 | \$400.00    |     | 0.00          |      |        |            |
| E 18  | WKMG | 09/24/12          | 09/25/12        | 430-5p Inside Edition<br>Inside Edition | CM    | 430-5P         | MT----- | :30 | 2                 | \$400.00    | P-3 | 0.00          | NM   | 2      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 2                 | \$400.00    |     | 0.00          |      |        |            |
| E 19  | WKMG | 09/19/12          | 09/21/12        | News at 5p<br>News at 5p                | CM    | 5-530p         | --WTF-- | :30 | 6                 | \$500.00    | P-3 | 0.00          | NM   | 6      | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                                 |       |                |         |     | 6                 | \$500.00    |     | 0.00          |      |        |            |
| E 20  | WKMG | 09/24/12          | 09/25/12        | News at 5p<br>News at 5p                | CM    | 5-530p         | MT----- | :30 | 4                 | \$500.00    | P-3 | 0.00          | NM   | 4      | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 4                 | \$500.00    |     | 0.00          |      |        |            |
| E 21  | WKMG | 09/19/12          | 09/21/12        | News at 6p<br>News at 6p                | CM    | 6-630p         | --WTF-- | :30 | 6                 | \$600.00    | P-3 | 0.00          | NM   | 6      | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                                 |       |                |         |     | 6                 | \$600.00    |     | 0.00          |      |        |            |
| E 22  | WKMG | 09/24/12          | 09/25/12        | News at 6p<br>News at 6p                | CM    | 6-630p         | MT----- | :30 | 4                 | \$600.00    | P-3 | 0.00          | NM   | 4      | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 4                 | \$600.00    |     | 0.00          |      |        |            |
| E 23  | WKMG | 09/24/12          | 09/25/12        | News at 7p<br>News at 7p                | CM    | 7-7:30p        | MT----- | :30 | 4                 | \$800.00    | P-3 | 0.00          | NM   | 4      | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 4                 | \$800.00    |     | 0.00          |      |        |            |
| E 24  | WKMG | 09/19/12          | 09/21/12        | News at 7p<br>News at 7p                | CM    | 7-7:30p        | --WTF-- | :30 | 6                 | \$800.00    | P-3 | 0.00          | NM   | 6      | \$4,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                                 |       |                |         |     | 6                 | \$800.00    |     | 0.00          |      |        |            |
| E 25  | WKMG | 09/24/12          | 09/25/12        | M-F 7:30-8p Inside Ed<br>Inside Edition | CM    | 730-8p         | MT----- | :30 | 2                 | \$1,200.00  | P-3 | 0.00          | NM   | 2      | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 2                 | \$1,200.00  |     | 0.00          |      |        |            |
| E 26  | WKMG | 09/19/12          | 09/21/12        | M-F 7:30-8p Inside Ed<br>Inside Edition | CM    | 730-8p         | --WTF-- | :30 | 3                 | \$800.00    | P-3 | 0.00          | NM   | 3      | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                                 |       |                |         |     | 3                 | \$800.00    |     | 0.00          |      |        |            |
| E 27  | WKMG | 09/19/12          | 09/21/12        | M-F 11p News<br>M-F 11p News            | CM    | 11-1135p       | --WTF-- | :30 | 6                 | \$1,500.00  | P-3 | 0.00          | NM   | 6      | \$9,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--                                 |       |                |         |     | 6                 | \$1,500.00  |     | 0.00          |      |        |            |
| E 28  | WKMG | 09/24/12          | 09/25/12        | M-F 11p News<br>M-F 11p News            | CM    | 11-1135p       | MT----- | :30 | 4                 | \$1,500.00  | P-3 | 0.00          | NM   | 4      | \$6,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week: |      | 09/24/12          | 09/30/12        | MT-----                                 |       |                |         |     | 4                 | \$1,500.00  |     | 0.00          |      |        |            |



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Contract / Revision

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Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **94**

|       |      |                   |                 |  |                   |                              |             |     |               |             |     |      |      | Totals |             |
|-------|------|-------------------|-----------------|--|-------------------|------------------------------|-------------|-----|---------------|-------------|-----|------|------|--------|-------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                   | Break             | Start/End Time               | Days        | Len | Spots         | Rate        | Pri | Rtg  | Type | Spots  | Amount      |
| E 28  | WKMG | 09/24/12          | 09/25/12        | M-F 11p News<br>M-F 11p News                     | CM                | 11-1135p                     | MT-----     | :30 | 4             | \$1,500.00  | P-3 | 0.00 | NM   | 4      | \$6,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  | 4                 |                              | \$1,500.00  |     | 0.00          |             |     |      |      |        |             |
| E 29  | WKMG | 09/19/12          | 09/21/12        | M-F David Letterman<br>David Letterman           | CM                | 1136p-1238a                  | --WTF--     | :30 | 3             | \$500.00    | P-3 | 0.00 | NM   | 3      | \$1,500.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | --WTF--  | 3                 |                              | \$500.00    |     | 0.00          |             |     |      |      |        |             |
| E 30  | WKMG | 09/24/12          | 09/25/12        | M-F David Letterman<br>David Letterman           | CM                | 1136p-1238a                  | MT-----     | :30 | 2             | \$500.00    | P-3 | 0.00 | NM   | 2      | \$1,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/24/12          | 09/30/12        | MT-----  | 2                 |                              | \$500.00    |     | 0.00          |             |     |      |      |        |             |
| E 31  | WKMG | 09/25/12          | 09/25/12        | Tue Prime 8p<br>NCIS                             | CM                | 8-9p                         | -1-----     | :30 | 1             | \$10,000.00 | P-3 | 0.00 | NM   | 1      | \$10,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/24/12          | 09/30/12        | -1-----  | 1                 |                              | \$10,000.00 |     | 0.00          |             |     |      |      |        |             |
| E 32  | WKMG | 09/25/12          | 09/25/12        | Tue Prime 9p<br>NCIS:LA                          | CM                | 9-10p                        | -1-----     | :30 | 1             | \$9,000.00  | P-3 | 0.00 | NM   | 1      | \$9,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/24/12          | 09/30/12        | -1-----  | 1                 |                              | \$9,000.00  |     | 0.00          |             |     |      |      |        |             |
| E 33  | WKMG | 09/20/12          | 09/20/12        | Thu Prime 8p<br>Big Bang Theory                  | CM                | 8-830p                       | ---1---     | :30 | 1             | \$10,000.00 | P-3 | 0.00 | NM   | 1      | \$10,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | ---1---  | 1                 |                              | \$10,000.00 |     | 0.00          |             |     |      |      |        |             |
| E 34  | WKMG | 09/22/12          | 09/22/12        | 7-9a CBS This Morn Sa<br>7-9a Sat Early Show     | CM                | 7-9a                         | -----2-     | :30 | 2             | \$250.00    | P-3 | 0.00 | NM   | 2      | \$500.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | -----2-  | 2                 |                              | \$250.00    |     | 0.00          |             |     |      |      |        |             |
| E 35  | WKMG | 09/23/12          | 09/23/12        | 6-830a Sun News<br>6-830a Sun News               | CM                | 6a-830a                      | -----2      | :30 | 2             | \$125.00    | P-3 | 0.00 | NM   | 2      | \$250.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | -----2   | 2                 |                              | \$125.00    |     | 0.00          |             |     |      |      |        |             |
| E 36  | WKMG | 09/23/12          | 09/23/12        | CBS Sunday Morning<br>CBS Sunday Morning         | CM                | 9-1030a                      | -----2      | :30 | 2             | \$1,200.00  | P-3 | 0.00 | NM   | 2      | \$2,400.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | -----2   | 2                 |                              | \$1,200.00  |     | 0.00          |             |     |      |      |        |             |
| E 37  | WKMG | 09/23/12          | 09/23/12        | 1030-1130a Face Nation<br>Face The Nation        | CM                | 1030-1130a                   | -----2      | :30 | 2             | \$1,200.00  | P-3 | 0.00 | NM   | 2      | \$2,400.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | -----2   | 2                 |                              | \$1,200.00  |     | 0.00          |             |     |      |      |        |             |
| E 38  | WKMG | 09/23/12          | 09/23/12        | NFL Game 1<br>NFL Game 1                         | CM                | various<br>(1:00 PM-4:00 PM) | -----3      | :30 | 3             | \$8,000.00  | P-3 | 0.00 | NM   | 3      | \$24,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | -----3   | 3                 |                              | \$8,000.00  |     | 0.00          |             |     |      |      |        |             |
| E 39  | WKMG | 09/23/12          | 09/23/12        | NFL Game 2<br>NFL Game 2                         | CM                | various<br>(4:00 PM-7:00 PM) | -----3      | :30 | 3             | \$12,000.00 | P-3 | 0.00 | NM   | 3      | \$36,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |
| Week: |      | 09/17/12          | 09/23/12        | -----3   | 3                 |                              | \$12,000.00 |     | 0.00          |             |     |      |      |        |             |
| E 40  | WKMG | 09/23/12          | 09/23/12        | Sun 11p News after NFL<br>Sun 11p News after NFL | CM                | Late News                    | -----1      | :30 | 1             | \$1,500.00  | P-3 | 0.00 | NM   | 1      | \$1,500.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                              | <u>Rate</u> |     | <u>Rating</u> |             |     |      |      |        |             |



WKMG

Print Date: 09/18/12

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Contract / Revision      **259451**      Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision    09/18/12/    09/18/12

Order Sep    00:15:00

Advertiser    **Pol/Mitt Romney/R/ Preside**    Product **ROMNEY FOR PRESIDENT**    Estimate #    **94**

|       |      |                   |                 |  |                   |                |             |     |               |            |     |          | <u>Totals</u> |            |                     |
|-------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|------------|-----|----------|---------------|------------|---------------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                     | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg Type | Spots         | Amount     |                     |
| E 40  | WKMG | 09/23/12          | 09/23/12        | Sun 11p News after NFLCM<br>Sun 11p News after NFL | Late News         |                | -----1      | :30 | 1             | \$1,500.00 | P-3 | 0.00 NM  | 1             | \$1,500.00 |                     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |          |               |            |                     |
| Week: |      | 09/17/12          | 09/23/12        | -----1   | 1                 |                | \$1,500.00  |     | 0.00          |            |     |          |               |            |                     |
|       |      |                   |                 |  |                   |                |             |     |               |            |     |          | <b>Totals</b> | <b>123</b> | <b>\$158,975.00</b> |